

SPECIALITY

OLYMPIA
LONDON

&

FINE FOOD FAIR

9-10 SEPT 2025



ATTENDEE OVERVIEW

The UK's leading showcase of artisanal food & drink returns for its next edition to Olympia London on 9-10 September 2025. The Fair is a second-to-none opportunity to launch new products, promote existing brands and connect with the industry. We are dedicated to delivering an elite audience to the Fair and have introduced a strict vetting process to ensure our exhibitors are meeting the right people. Read on for an overview of the 2024 edition.



KEY JOB FUNCTIONS:

31% Buying, purchasing & procurement

26% General Management & Owner

73%

of attendees had direct purchasing authority

96%

of attendees intend to return in 2025

PRODUCT INTERESTS

39% Drinks

34% Snacks & confectionary

29% Ingredients

27% Bakery

26% Cheese & dairy

19% Prepared food



INDUSTRY SECTOR

Hospitality & Foodservice Buyers: Caterers, Hoteliers, Restaurants, Cafés, Chefs, Pubs & Bars

Retail Buyers: Multiples, Delicatessens, Food Halls & Independent Retailers and Farm Shops

Wholesale & Distributors: Importers, Exporters, Distributors & Wholesalers of Speciality Products

Our visitors also include government bodies, start-up funds, trade press & manufacturers

70% Visitors searching for new products

ATTENDEES INCLUDED

Harrods



SELFRIDGES & CO

Abel & Cole



Bayley & Sage

COTSWOLD FAYRE
-EST 1999-



Partridges LONDON



daylesford
ORGANIC FARM GLOUCESTERSHIRE

Cocado

M&S COBBS

EST. 1884

Picture house

FORTNUM & MASON
EST 1707



HISTORIC ROYAL PALACES

thyme & tides

Waitrose Fenwick



HEAR WHAT SOME OF OUR EXHIBITORS HAD TO SAY...

"The quality of buyers was fantastic, ranging from brilliant farm shops and delis to bigger retailers - it was a really well organised event, with great energy and we're looking forward to hopefully returning in the future!" - **All Dressed UP Dressings**

"The level of interest and engagement we received was beyond expectations, and we were able to connect with buyers, fellow producers, and gin enthusiasts who share our love for discovery and adventure. This fair has undoubtedly opened new doors for Golden Road Gin, helping us expand our brand's reach and build meaningful relationships." - **Golden Road Gin**

"The quality of visitors was excellent, leading to meaningful conversations with both new and existing customers. Overall, it was a well-organised event that provided great networking opportunities for exhibitors, and we look forward to attending again!." - **Burren Balsamics**

"The Fair provides a great deal of opportunities which if used correctly can lead to big success for your business." - **Dallis Gate**

DISCOVER MORE ABOUT THE FAIR



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